



The Complete Street Six Month Pilot Project is a test of a road improvement that many believe will help us reach the goal to ***Make Downtown the most..... walkable, bike-friendly, urban, family-oriented, and transit oriented neighborhood in Morgan Hill.*** The pilot will temporarily narrow Monterey Road through the downtown core (Main Avenue to Dunne Avenue) to one lane in each direction as a traffic calming measure, repurposing the number two lane as a buffered bike lane. As the pilot project begins, a marketing/communications campaign will be launched encouraging residents and visitors alike to

***drive to, not through downtown...*** continuing to foster Morgan Hill Downtown as a destination.

The pilot project specific goal is to test the well substantiated theory that a lane reduction through the downtown core will calm traffic, increase/improve the safety, mobility, and subsequently add vibrancy enhancing the economy of downtown. Specifically the pilot will be implemented to determine if the traffic calming measure of a lane reduction will:

- Improve livability
- Increase economic vitality
- Enhance the pedestrian environment
- Safely accommodate bicyclists
- Reduce noise and air pollution
- Create a more attractive, thriving and vibrant community gathering place
- Foster a safe and inviting experience for all
- Preserve mobility for those accessing businesses, schools, services, transit and other key destinations.

Data will be collected throughout the pilot project to measure the success in the following categories:

#### **Safety:**

- Speed - How well motorists adhere to posted speed limits
- Emergencies - The response time of ambulances and fire engines when travelling through Downtown
- Collisions - The number and severity of accidents/crashes in Downtown
- Reports - Concerns reported by the public through the City's online "Report a Concern" tool

#### **Mobility:**

- Reliability - Predictable and consistent travel time through Downtown
- Diversion - How many vehicles are shifting from Downtown to parallel streets
- Crosswalks - How long people have to wait to cross the street
- Bicyclists - The total number of bicyclists Downtown
- Transit - How many people are getting on and off buses near Downtown

#### **Vibrancy:**

- People - How many people are walking Downtown
- Opinion - What residents think of the project
- Parking - How long vehicles are parked Downtown
- Noise - How loud it is outside when Downtown
- Bicyclists - What type of people are bicycling Downtown (men, women, kids, seniors, etc.)

#### **Economy**

- Sales - month-over-month sales receipts of Downtown businesses and nearby businesses
- Opinion- What downtown business owners think of the project



For more information on the Complete Street 6 Month Pilot Project and other downtown projects visit [MHDowntown.com](http://MHDowntown.com) or email [MHDowntown@morganhill.ca.gov](mailto:MHDowntown@morganhill.ca.gov)